



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
October 5, 2021

TOPIC: Agreement for Police Department Public Awareness Campaigns

AGENDA TITLE:

Reconsideration of 8/17/2021 Approved Agenda Item: Agreement with Barrios and Associates, LLC, DBA Communications Lab, for "Ready OC" Emergency Preparedness and "If You See Something, Say Something" Public Awareness Campaigns

RECOMMENDED ACTION

Authorize the City Manager to enter into an agreement with Barrios & Associates, LLC, dba Communications LAB. for the period of September 21, 2021 through June 30, 2024, with two one-year options for renewal, to continue the Ready OC Emergency Preparedness Campaign and the "If You See Something, Say Something™" Public Awareness Campaign, for a total five-year amount not to exceed \$1,150,000, subject to non-substantive changes approved by the City Manager and City Attorney.

DISCUSSION

The United States Department of Homeland Security has developed the Urban Areas Security Initiative (UASI) funding program. UASI is designed to address the unique planning, equipment, training, and exercise needs of high-threat, high-density urban areas and provides funds to local emergency first responders that assist in building an enhanced and sustainable capacity to prevent, protect, respond to, mitigate and recover from acts of terrorism. The grant specifically provides funding for anti-terrorism equipment, planning, training, exercises and technical assistance.

In FY 2006, the United States Department of Homeland Security combined the Anaheim UASI and the Santa Ana UASI into a single Urban Area (ASAUA). The City of Santa Ana now shares grant administrative responsibilities with the City of Anaheim, annually alternating the function of lead administrative agency. Anaheim manages the grant during the even years (i.e., 2018, 2020 etc.), while Santa Ana manages the grant during the odd years (i.e., 2019, 2021, etc.).

Since 2008, the ASAUA has utilized a preparedness campaign that encourages Urban Area businesses and residents to be prepared for catastrophic events such as acts of

terrorism. The campaigns utilize a multi-media approach in making residents and businesses aware of the need to be prepared and the necessary steps they can take to become better prepared. The campaigns have: provided printed material such as brochures and children's activity books, created video shorts and Public Service Announcements (PSA's), developed major Southern California radio station advertisements, social media and YouTube channels, created display tables and giveaways for community events, and designed a website that makes emergency preparedness activities and information available to the public. The campaign has also partnered with the private sector to increase preparedness among the private sector and secure resources to further the campaigns' preparedness efforts. The ASAUA seeks to continue its emergency preparedness campaigns with maintenance and updates to the existing website, and implementation of new micro-campaigns and multi-media events.

In addition to the "Ready OC" preparedness campaign, the ASAUA has utilized an awareness campaign, "If You See Something, Say Something™", to educate, inform, and raise the awareness level of Urban Area businesses and residents to encourage reporting of suspicious activity, persons, or objects in their community to local authorities. Like "Ready OC", this campaign utilizes an existing website, brochures, and children's activity pages, created video shorts and Public Service Announcements (PSAs), social media and YouTube channels, created display tables and giveaways for community events, micro-campaigns, and multi-media events to raise and spread awareness throughout the Urban Area. The ASAUA seeks to continue its awareness campaign with maintenance and updates to the website, and implementation of new micro-campaigns and multi-media events.

The Request for Proposal (RFP) No. 20-009 was advertised on February 17, 2020 and offers were solicited. A summary of the RFPs and offers received is as follows:

187	Vendors were notified
46	Vendors downloaded the RFP
12	Santa Ana vendors notified
4	Proposals received

Of the four proposals received, Cyfuture Inc. was deemed non responsive due to submitting an incomplete proposal. The three remaining proposals were opened on March 15, 2021, and evaluated.

Outreach Efforts

The Purchasing Division advertised this project on the City's online bid management and publication system, which directly notified 12 Santa Ana vendors.

The proposers were ranked by the review committee based on the following criteria:

- Responsiveness to the RFP (25%)
- Experience of Firm and Personnel (30%)
- Reasonableness of Cost (25%)
- References (20%)

The results of the RFP evaluation are as follows:

Vendor	Score
Communications LAB	94.6
Loma Media	92.3
S. Groner Associates	86.3
100 point max	

Communications LAB was the most responsive, cost effective, and capable respondent. Communications LAB Communications brings valuable expertise and institutional knowledge to both campaigns. This includes all branding, strategies, micro-campaigns, and established media relationships. Communications LAB presented a variety of concepts that envision a refreshed and expanded campaign with strategies capable of reaching a broader audience. Communications LAB has worked with the City of Anaheim, Southern California Edison, OCTA, Cigna, and many others.

It is anticipated that the current scope of services developed by the consultant will differ or expand as promotional opportunities arise. The final determination of services provided by Communications LAB may be adjusted in writing and executed by the City Manager and City Attorney's Office, and by Communications LAB.

This agreement was originally approved by the City Council at the August 17, 2021 City Council meeting, and at the September 7, 2021 meeting, the City Council voted to reconsider this item at the September 21, 2021 meeting. The agreement term will run from September 21, 2021 to June 30, 2024, and provide for two one-year options for renewal. The total agreement amount of \$1,150,000 includes \$600,000 for the initial term, and \$200,000 for each one-year renewal option. Each year includes an additional 15% contingency. The agreement also includes language that will allow for the processing of invoices for work performed between August 17, 2021 and September 21, 2021.

Execution of years two, three, four and five of this agreement are contingent upon a UASI Grant award to the Anaheim/Santa Ana Urban Area for the respective grant years, and that the award is sufficient in size to sustain both campaigns. Future UASI grant funds must be recognized and appropriated by the City Council prior to any expenditure on these programs under this agreement.

ENVIRONMENTAL IMPACT

There is no environmental impact associated with this action.

FISCAL IMPACT

Funds are available for the first year of this agreement in the FY19 UASI Grant Program fund accounts.

Fiscal Year	Accounting Unit- Account #	Accounting Unit, Account Description	Amount
FY 2021-22	12514407-62300	FY19 UASI Grant Program – Santa Ana	\$230,000
FY 2022-23	12514491-62300	FY20 UASI Grant Program – Anaheim	\$230,000
FY 2023-24	12514407-62300	FY21 UASI Grant Program – Santa Ana	\$230,000
FY 2024-25	12514491-62300	FY22 UASI Grant Program – Anaheim	\$230,000
FY 2025-26	12514407-62300	FY23 UASI Grant Program – Santa Ana	\$230,000
		Total	\$1,150,000

EXHIBIT(S)

1. Agreement with Barrios & Associates, LLC, dba Communications LAB.

Submitted By: David Valentin, Police Chief

Approved By: Kristine Ridge, City Manager